

A woman with long dark hair, wearing a white top and a headset, is smiling and looking to the right. She is in a call center environment with other people blurred in the background. The image is overlaid with a large yellow and grey arrow graphic pointing to the right.

# Aptean Respond: The £9 Billion Blind Spot: How CRM Falls Short in Complaints Management





**Let's think about the great combinations**



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# Introductions



Harry Nolan



Fran Duwe

# Aptean Respond



## Since 1991

A solution that has been servicing the complaints and feedback industry for over 30 years



## Market Leader

Processes 56% of the regulated financial services complaints

Trusted by 60% of the top Banks, Insurers, Car Finance

Over a 3<sup>rd</sup> of the UK local government authorities use Respond



## Benefit Realisation

Reduces risk & operating expenses, improves CX, drives efficiency



## Going Beyond

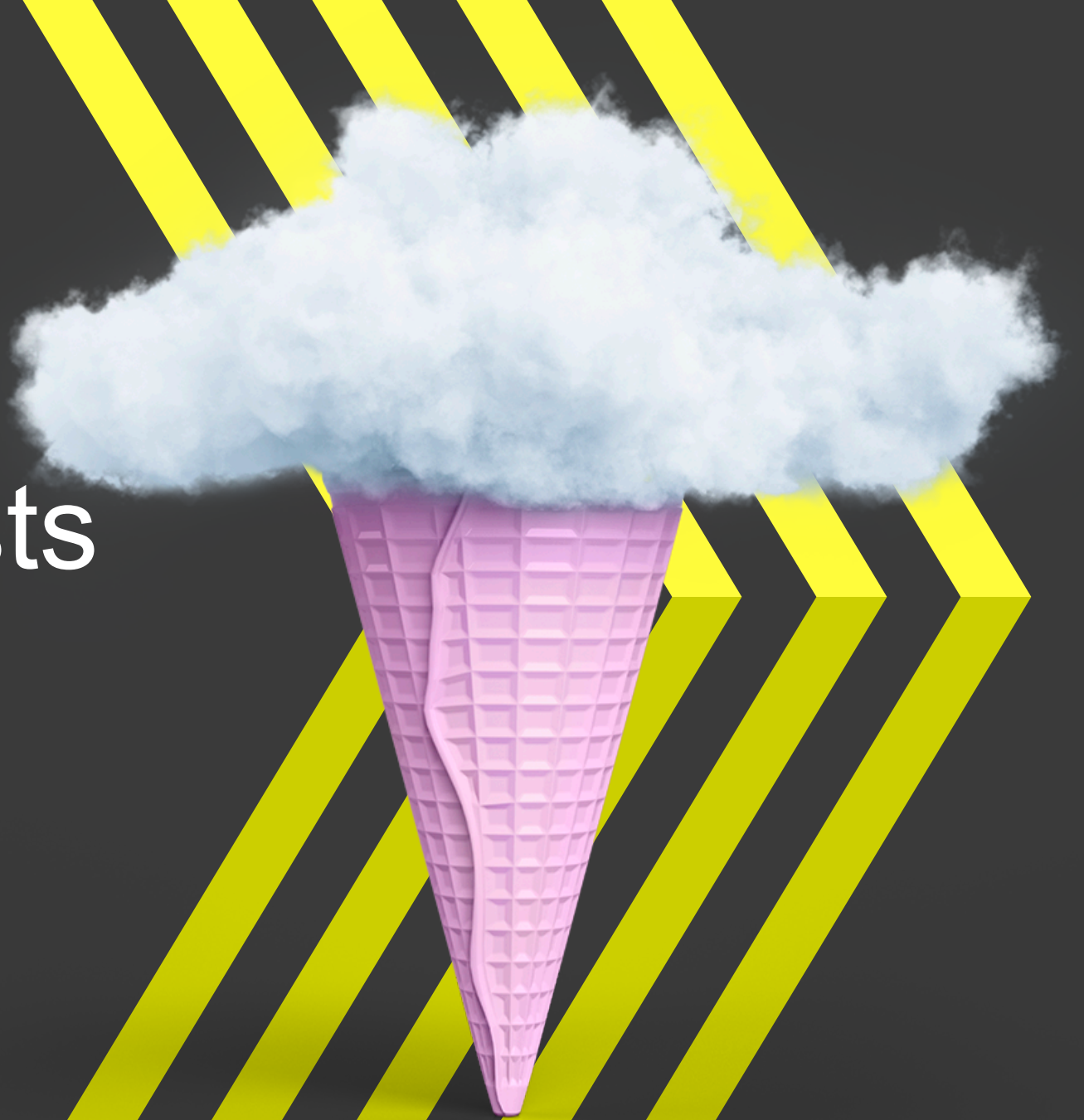
The Respond solution is going beyond just complaints, it's a case management solution adept at modelling business processes such as DSAR, FOI Requests, Remediation, DCA, BiFD Complaint Handling Code

# How CRM Falls Short in Complaints Management





# The Growing Costs of Complaints



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# UK Leading Insurance Provider – Reduction of Complaint Costs



**Problem:** One of the UK leading insurance providers had a fragmented process due to having multiple complaints management tools.



**Solution:** Through working with Aptean Respond we helped to provide a standardised framework for case management – working for them rather than against them

UK Leading  
Insurance Provider –  
**Reduction of  
Complaints Costs**



**Result: £160,000** Saving on  
Headcount Reduction



**Result: £35,000** per annum  
saving through increased  
automation



**Result: 28%** reduction in FOS  
referrals

# Complaints Need To Be Treated Differently



# UK Leading Merchant Banking Group – Centralised Case Management



**Problem:** One of the UK leading car finance lenders with over 500 thousand customers were working in a mismanaged way.



**Solution:** By working with Aptean Respond our customer streamlined their processes and helped aligning with different customer journeys.

# UK Leading Car Finance Provider – Reduction of Complaints Costs



**Result: 75%**Reduction in Quality Monitoring efforts.



**Result: £49,000** Savings through increased automations



**Result: 20%** Reduction in case processing efforts




# Poll Slide



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# Proactive Complaints Management

 aptean Ready for What's Next, Now™





# Adopt a Proactive Approach to Complaints Management With Aptean Respond.



➤ Customer Feedback

➤ Root Cause

➤ Data Management



# Quick Resolutions are a **Regulatory Imperative**



# Reduction of **Regulatory Referrals**



# UK Leading Car Finance Provider – Reduction of FOS Referrals



**Problem:** One of the UK leading car finance lenders with over 500 thousand customers were working in a mismanaged way – 10% of cases were referred to the FOS with a 45-80% upheld rate



**Solution:** Centralised its complaints handling process using Apteian Respond, standardising procedures and putting workflows in place.

# UK Leading Car Finance Provider – Reduction of FOS Referrals




**Result:** This culminated in a **13%** reduction in FOS Referrals



**Result:** **61%** reduction in Upheld Referrals



**Result:** **£108,000** saving in reduction of FOS Fees

The background of the slide shows a blurred scene of several people sitting around a table in a meeting room, engaged in a discussion. A single, glowing incandescent lightbulb hangs from the ceiling in the foreground, casting a warm light. The overall atmosphere is professional and collaborative. On the left side, there is a dark grey vertical bar with three bright yellow chevron shapes pointing to the right, which serves as a design element for the text.

Reduction of Regulatory Referrals “The quality and quantity of management information keeps us one step ahead when it comes to identifying any looming issues.”

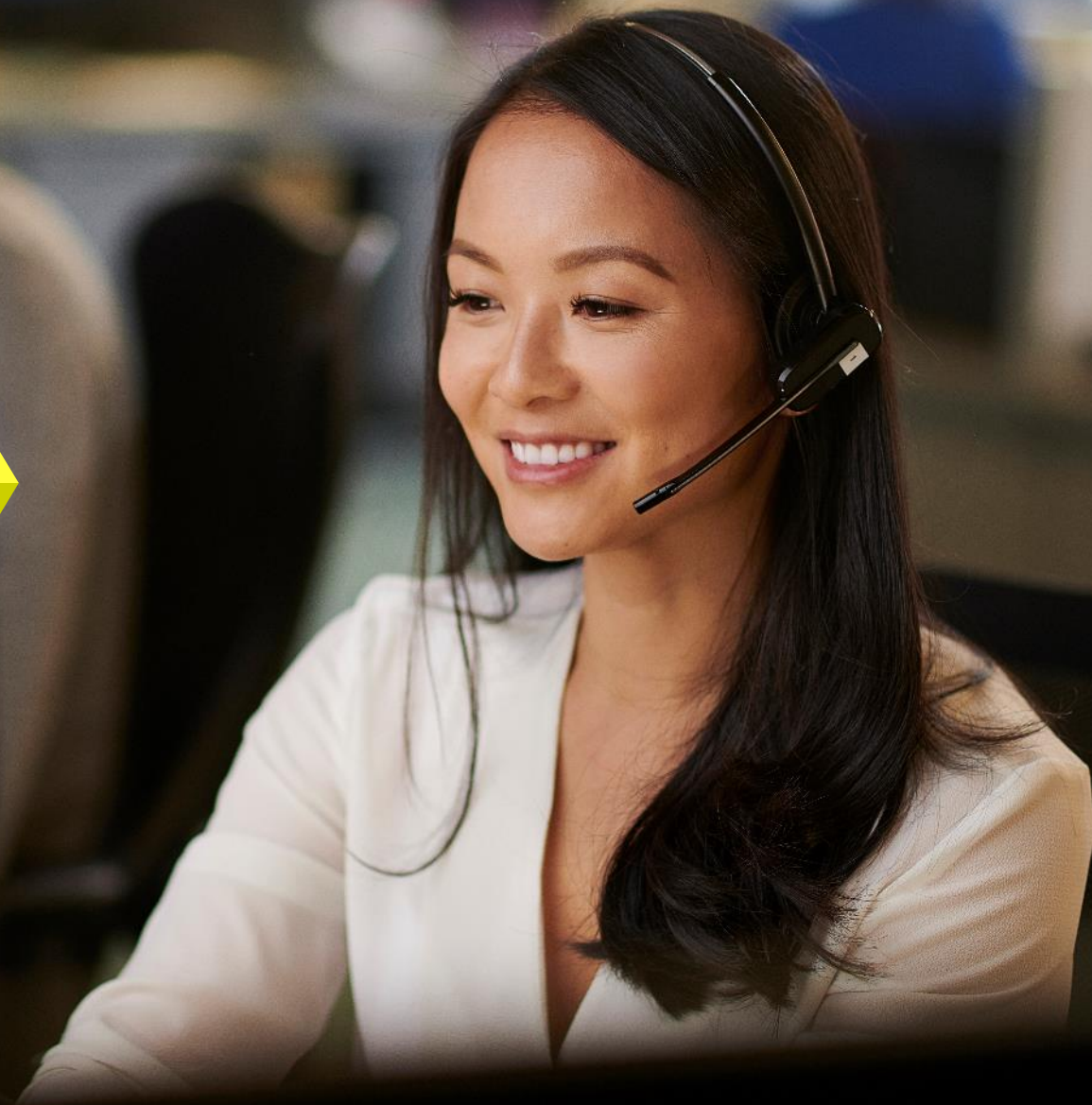


# Complaints Reduction Should Be a C-Level Priority





**Aptean  
Respond: The  
£9 Billion Blind  
Spot: How CRM  
Falls Short in  
Complaints  
Management –  
Recap**



Book a complimentary strategy session to determine if this aligns with your operations



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